

**AN ANALYSIS OF CODE-MIXING FOUND IN CINTA LAURA  
KIEHL'S VIDEO YOUTUBE CHANNEL**

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## CHAPTER I INTRODUCTION

### A. Background of the Problem

A language is a communication tool used by everyone in their daily life as a means to convey information and argument to others. It means that language separated from humans. Through language we can relate and interact with other humans and create communicative in the community.<sup>1</sup> Language is central to social interaction in every society regardless of location and time. Language and social interaction have a reciprocal relationship; language shapes social interaction and social interaction shapes language.<sup>2</sup>

According to Wardhaugh (2006), sociolinguistics is concerned with investigating the relationship between language and society with the goal of a better understanding of the structure of language and of how language function in communication is studied in sociolinguistics.<sup>3</sup> So, language has a relation with society, and its so important by giving significant effects. Trudgill (2000) add sociolinguistics is the study of the effect of any aspect of society. The study of language and society has a close connection with the culture and behavior of a society.<sup>4</sup> Society has a lot of language variation that will be used to adjust to its social context. As we know, Indonesian people like to mix their language when they talk with other people. To avoid the other community or people interfering with

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<sup>1</sup> Gee, James P. *An Introduction to Human Language: Fundamental concepts in Linguistics*. New Jersey. Prentice Hall. 1993.

<sup>2</sup> Eble, C. (2005) *What is Sociolinguistic? : Sociolinguistic Basic*.

<sup>3</sup> Wardhaugh, Ronald. *An introduction to sociolinguistics/Ronald Wardhaugh. -5th ed. P. Cm(Blackwell textbook. in linguistic; 4)*

<sup>4</sup> Trudgill, P. (1974) *Sociolinguistics : An Introduction to language and society (fourth)* England Penguin Books.

their communication they may try to exclude those people by using the language that not everybody knows. According to Stockwell (2002) code is a symbol of nationalism that is used by people to speak or communicate in a particular language a dialect, a register, an accent, or a style on different occasions and for different purposes. The code is divided into code-mixing and code-switching.<sup>5</sup> Hymes (1986) defines code-switching as a common term for alternative use of two or more languages, varieties of a language, or even speech styles. The phenomenon of code switch is examine from the perspective of conversation analysis, and as such is seen as an interactive exchange between members of the bilingual speaking community.<sup>6</sup>

While Mayerhoff (2006) argues that code-mixing is generally refers to alternations between varieties, or codes, within a clause or phrase, often elicits more strongly negative evaluations than alternations or code-switching across clauses.<sup>7</sup> Based on the explanation above, the code switch is switching situation from one code to another, while code-mixing is two languages or use both languages together to in single utterance. Social media is the collection of tools and online space available to help individuals and businesses to accelerate their information and communications needs. Social media is the collection of tools and online space available to help individuals and businesses to accelerate their information and communications needs.<sup>8</sup>

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One of the social media platforms is YouTube. YouTube become an advertising tool for many artists. Someone who creates content and then publishes

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<sup>5</sup> Stockwell, P. (2002). *Sociolinguistics : A resource book for students* London : Rout Ledge

<sup>6</sup> Hymess, Dell. 1986. *Direction in sociolinguistics: The ethnography of communication* oxford: Basil: Blackwell

<sup>7</sup> Mayerhoff, M. (2006) *Introducing sociolinguistics* London and New York: Routledge Ltd. <sup>8</sup> *International Journal of social science and humanities research* vol.3 Issues 3. Pp : (142-151). [www.researchpublish.com](http://www.researchpublish.com)

their video is called as YouTuber. Many Indonesian are interest in becoming a YouTuber. There are are some famous YouTuber in Indonesia such as Atta Halilintar, Arief Muhammad, Cinta Laura Kiehl, Raffi Nagita, and others. A language used on YouTube can be formal or informal. Mostly, YouTubers use informal language in the video it has that they mix two languages in one sentence such as Bahasa Indonesia and English.

## **B. Identification of the Problem**

Based on the background of the problem above, the researcher will identify the problem as follow:

1. What are the types of code-mixing which appear in Cinta Laura Kiehl's video YouTube channel?
2. What are the reasons of code-mixing use Cinta Laura's YouTube channel?

## **C. Limitation of the Problem**

Based on the identification of the problem, the researcher would like to focus on the types and the reasons of code-mixing in Cinta Laura Kiehl's video youtube channel. The researcher limits the research by choosing one video with the title "Baju Artis Cuma Segini? Cinta Laura Kiehl Room

Tour" which upload on January up to May 2018.

## **D. Formulation of the Problem**

Based on the background of the problem, the researcher will formulate the problem as follows: is there any types and reasons of codemixing in Cinta Laura Kiehl's video youtube channel.

### **E. Objective of the Research**

Objective of the Research is to know whether there of code-mixing in Cinta Laura Kiehl's video youtube channel. The researcher limits the research by choosing one video with the title "Baju Artis Cuma Segini? Cinta Laura Kiehl Room Tour" which upload on January up to May 2018.

### **F. Significance of the Study**

The uses of the research are as follows:

#### **1. Theoretically**

The research can be useful for readers to expand knowledge of sociolinguistics especially in mixing codes, because this research contains many theories relate to code-mixing

#### **2. Pratically For students:**

- a. The students can understand code-mixing and directly can apply in their daily life. They can also improve their ability in English trough YouTube media.

For teacher:

The teachers can use this paper as guidance to enrich their comprehension of code-mixing. The teachers can also apply YouTube as a medium to teach their students because YouTube is one interesting medium for students during the teaching-learning process.

### **G. Scope of the Research**

This research focuses on the code-mixing use by Cinta Laura Kiehls on her YouTube channel. The scope of this research is code-mixing use by Cinta Laura Kiehls. In this study, the scopes of the research are:

#### **1. The subject of the Research**

The subject of the research in Cinta Laura Kiehl's video YouTube channel.

## 2. The object of the Research

The object of this research is to find the types and the reasons of codemixing in Cinta Laura Kiehl's video YouTube channel.



## CHAPTER II REVIEW OF RELATED LITERATURE

### A. Sociolinguistics

According to Wardhaugh (2006, p. 13) Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how languages function in communication; the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language.<sup>1</sup>

A similar definition is stated by Trudgill (2012: 10) mentions that sociolinguistics is that part of linguistics which is concerned with language as a social and cultural phenomenon.<sup>2</sup> Then, Fishman (1972:7) defines sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interact, change, and change one another within a speech community.<sup>3</sup>

Another definition of sociolinguistics comes from Biber, D & Finegan, E (1994: 1) states that sociolinguistics is the study of language in use. It focusses on the relationship between language and society. It is the principal concern to address linguistic variation across social groups and the range of communicative situations

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<sup>1</sup> Ronald Wardhaugh, (2006) *Introduction to Sociolinguistics (Fifth Edition)*. Blackwell Textbook in Linguistics

<sup>2</sup> Trudgill, P. 1974. *Sociolinguistics: An Introduction*. New York: Penguin Books<sup>3</sup>

Fishman, J.A. 1972. *The Sociology of Language*. Cambridge: Newbury.

<sup>3</sup> Biber, D & Finegan, E. 1994. *Sociolinguistic: Perspectives on Register*. New York: Oxford University Press

in which women and men deploy their verbal repertoires.<sup>4</sup> Moreover Holmes (1992: 2) defines sociolinguistics is concerned with the relationship between language and the context in which it is used.

According to those statements, it can be concluded that sociolinguistics notice the social function of the language concerning its user.<sup>8</sup> Furthermore, Spolsky (1998: 3) argues sociolinguistics is the field that studies the correlation between language and society, between the uses of language and the social structures in which the users of the language live.<sup>6</sup> From the statement above, sociolinguistics is the study of how language and social factor interact, a study of language speakers in connection with it as a member of society, it can be conclude that

sociolinguistics is the study relate to language and society in which the society uses a particular language variety such as code, dialect, register, etc.

Labov et al. (2006, 2011) propose the existence of the sociolinguistic monitor in an effort to provide a cognitive model to account for a well-known pattern of structured variation in language. The pattern in question involves the quantitative differentiation of variation as a function of attention-paid-to-speech (Labov 1972) that exists independently from differences in a variable's distribution across speakers. Take, for instance, Labov's (1966) study of the variable realization of coda /r/ in New York City. There Labov found that while workingclass speakers, for example, showed higher rates of /r/-vocalization than middle-class speakers overall, all New York City speakers used progressively lesser amounts of /r/-

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<sup>8</sup> Holmes, J. 1992. *An Introduction to Sociolinguistics*. New York: Longman Publishing <sup>6</sup>

Spolsky, B. 1998. *Sociolinguistics*. Oxford: Oxford University Press.



vocalization as the formality of the speech context increased. More specifically, Labov found that working-class speakers vocalized nearly 95 percent of their tokens in casual speech, but only 80 percent when reading a short passage. Similarly, upper middle-class speakers vocalized 80 percent of their tokens in casual speech, but only 65 percent when reading.

These findings together indicate that there are two independent constraints on the variable realization of /r/ in Labov's data. One of these is a significant pattern of stratification by social class, which is responsible for the differences observed across groups (e.g., workingclass versus middle-class). The second effect is one of contextual style whereby all speakers, regardless of social class, moderate their own use of /r/-vocalization according to the specific linguistic task in which they are engaged (e.g., casual speech versus reading).

The discovery of these two independent effects of social class and speech style in Labov's New York City data was by no means an isolated finding, and has since been replicated in a variety of social, cultural and linguistic settings (e.g., Cedergren 1973; Trudgill 1974).<sup>9</sup>

## **B. Code**

People use a language and do conversation as a code to communicate to others. The term 'code' is useful for speakers to get better understand with

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<sup>9</sup> Labov, William, Sharon Ash, Maya Ravindranath, Tracey Weldon, Maciej Baranowski & Naomi Nagy. 2006. *Listeners' sensitivity to the frequency of sociolinguistic variables*. University of Pennsylvania Working Papers in Linguistics 12: 105-29.

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others. A code may be a language or a variety or style of a language.<sup>10</sup> In this case, code is a particular language, dialect, style, register, or variety (Saragih, 1997:9).<sup>11</sup> When people speak, they have to choose a particular code to express their idea or feeling. The term code can't be separated from two phenomena namely code-mixing and code switching. According to Wardhaugh (2006), people are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another even within sometimes very short utterances and thereby create a new code in a process known as code-switching.

Also, Wardhaugh states that code-mixing occurs when conversant use both languages together to extend that they change from one language to another in the course of a single utterance (p.101) variation, especially for the different strategies of verbal planning.<sup>12</sup> In communications, a code is a rule for converting a piece of information (for example letter, word, or phrase) into another form or representation, not necessarily of the same sort. Therefore, people are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes, sometimes in very short utterances and it means to create a code.

From those definitions of code that are given by linguists, it can be concluded that code is a system that is used in communication. Code is a

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<sup>10</sup> Fithrah Auliya Ansar, (2017), *Code Switching and Code-mixing in Teaching Learning Process*. English education:Jurnal Tadris Bahasa Inggris. Vol.10, No. 1, 2017, P. Vol.10, P.30

<sup>11</sup> Saragih, Silvia G (1997). *Code-Switching amongst Simalungun Indonesian Bilinguals*. Edith Cowan University.

<sup>12</sup> Wardhaugh, R. (2006). *An Introduction to Sociolinguistics* (5th ed.). New York: Blackwell.

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particular language, style, dialect, register, variety, or accent in using language when communicating with other people.

### **C. Code-Switching**

When a person communicates with other persons, he or she sends a code to the receiver. The speaker and receiver must understand the code. The code will be something he or she may want to call a language that is accessed by the speaker. Bilingual speakers have access to two codes that can be shifted as the converse, either by code-switching or code-mixing. According to Wardhaugh (2006), people are usually required to "select a particular code whenever they choose to speak, and they may also decide to switch from one code to another even within sometimes very short utterances and thereby create a new code in a process known as codeswitching" (p.100).<sup>13</sup>

In another hand, Hymes defines code-switching as a common term for alternative use of two or more languages, varieties of a language or even speech styles while Bokamba defines code-switching is the mixing of words, phrases, and sentences from two distinct grammatical (sub) systems across sentence boundaries within the same speech event.<sup>12</sup> Hoffman, 1991, p.109-110 states Code-switching is potentially the most creative aspect of bilingual speech. The most general description of code-switching is that it involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation

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<sup>13</sup> Ronald Wardaugh. Op Cit, p.101 <sup>12</sup>  
Fitriah Auliya Ansar. Op Cit, p.3

(Hoffman, 1991, p.109-110).<sup>14</sup> Based on the expert above, it can be conclude that, code-switching is the shifting one language into another language in the same utterance from two different grammatical systems. In this case, code-switching occurs when the speaker after she/he has completed a sentence and then switches or shift to another language in the next sentence. These shifts or switches of other languages are often sentences, but they can also phrase clause or large units. Hoffman(1991:112) show types of code switching based on the scope of switching where language takes place, Intrасential switching, Intersential switching, Emblematic switching.<sup>15</sup>

#### D. Types of Code-Switching

Generally there are three types of code-switching as follow :

##### a. Intrасential Switching

Intra sential is code-switching within the clause or sentence. In this case, the speaker may switch parts of clauses, lexical items, or even morphemes. Since intra-sentential code switching occurs within sentence / clause/ word boundaries/ phrase.

For example:

**A:** Dari jam sepuluh empat lima *tekan jam sebelas seperapat kan?* (From ten forty five to *eleven fifteen, isn't it?*)

<sup>14</sup> Hoffman, C. (1991). *An Introduction to Bilingualism*. London and New York: Longman Inc.,

<sup>15</sup> Hoffman, C. (1991). Op Cit, p.3

Further supported by Hoffman (1991) that it is the switch that occurs

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within sentence. It is often occurred when someone uses one language and suddenly switches into another language in a sentence.

**b. Intersential-Switching**

The second type is inter sential switching, is code-switching that happens between clause or sentence boundary. In this case, an entire clause or sentence is in one language, but the speaker switches to another language for a subsequent clause or sentence. Indirectly this switching should take place between switching under this type can be find below:

Example : “Ini lagu lama, tahun 60an. *It’s oldies but goodies, they said.*  
Tapi, masih enak kok didengerin.”

Further supported by (Hoffman, 1991:112) inter-sentential switching is the switch from one language into another language which occurs between sentences or speech acts. It shows Indonesian bilingual switches from Indonesian to English

In this research, the researcher will use dialogue as type of speaking on this session. Where the students will describing a thing in dialogue.

### c. **Tag Switching**

Tag switching involves the insertion of a tag from one language into an utterance which is otherwise entirely in other language. Tags used easily inserted in speech at a number of point in monolingual utterance without break syntactic rules (Romaine in Susanto, 2008: 47).

For example: oh, ya, saya tau. Di sebelah selatan sana itu, *ya?* (Oh, yes, I know, on the south side over there, isn't that?) Johns in Susanto (2008:47).

Tag question may be used as a polite request or to avoid the impression of a firm order, for example, “pintu ditutup *ya*, sebelum tidur”. (Shut the door, won't you, before you sleep).

### E. **Code-mixing**

Most of the people in the society mix their languages with other languages by inserting a piece of the second language, especially in daily life, because in society there are so many languages that can be use, such as Lampungnese, Javanese, Indonesia, English, etc even sometimes they are still influences by the first language. Nababan (1994:32) states that code-mixing is the situation where the speakers mix the language or kind of language in a speech act without a situation or condition that needs mixing of language.<sup>16</sup>

Besides, Redlinger & Park (1980, cited in Hoffmann: 1991) define language mixing as the combining of elements from two languages in a single utterance. It occurs when a speaker uses a certain language in his communication; however, he inserts some pieces of another language. Therefore, it can be concluded that code-mixing is a speaker insert or mixes

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<sup>16</sup> Nababan, P.J.W. (1984). *Sociolinguistic*: suatu pengantar Jakarta. Gramedia Pustaka Utama <sup>16</sup>  
Hoffmann, C. (1991) Op Cit p.3

two languages in a single utterance and it usually occurs in an informal situation.<sup>16</sup>

Meanwhile Holmes (1982:32) points out that code-mixing is the use of two languages in a speaking. Code-mixing of language can be in word, phrase, clause, and sentence form.<sup>17</sup> Other meanings of code-mixing come from Muyskeen (2000:1) states that code-mixing refers to all cases where lexical

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items and grammatical features from two languages appear in one sentence. Although the focus of code-mixing is grammar.<sup>18</sup>

From those definitions above it can be concluded that code-mixing is the ability of someone who can mix the language over doing interaction to each other, yet their conversation is still in the same situation it is just their language which they change. On the other hand, code-mixing occurs when the speaker cannot find the right expression in the speaker's language, therefore the speaker mix with another language.

According to Siregar (1996:50) there are two kinds of code-mixing. They are Intra sential Mixing and Intra lexical Mixing.<sup>19</sup>

## **F. Types of Code-mixing**

According to Hoffman that there are three types of code-mixing based on syntactical patterns, as follow:

### **1. Intra-Sential Code-mixing**

Intra-sential mixing is the first type of code-mixing. This type is related to syntax. The mixing occurs within a sentence, a phrase, or a clause (Hoffman, 1991, p. 112). Intrasentential-mixing way range from the alternation of single

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<sup>17</sup> Holmes, Janet. (2000). *An Introduction to Sociolinguistics*, second edition, London: Longman

<sup>18</sup> Muyskeen, Pieter. (2000). *Bilingual Speech. A Typology of Code-mixing* Cambridge: Cambridge University Press

<sup>19</sup> Siregar, Bahren U. (1996). *Alternation in Bilingual Speech Behaviou*. USU Medan

words or phrases to clauses within a single sentence or utterance. Below some examples of code-mixing in English-Indonesia:

1. Aku benar benar *hungry* saat ini.

(*Hungry* as code-mixing of word in the sentence)

2. Kemarin, maaf aku enggak bisa datang ke acara nikahanmu, *because I have many job*.

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(*because I have many job* as code-mixing of clause)

3. Tinggal di *improve* aja saat udah mulai nanti.

(*improve* as code-mixing of phrase in the sentence)

So, the mixing that in the example is called Intra-sential Code-mixing because they mix the languages in a sentence boundary.

## 2. Intra-Lexical Code-mixing

The second type of code-mixing is intra-lexical code-mixing. This type takes place within a word boundary. When there are affixes added to a word, a mix can occur. Code-Mixing divided into two kinds; such as Inner Code-Mixing and Outer Code-Mixing. Code-mixing has some form; 1) word insertion (in fixation), 2) phrase insertion, 3) clause insertion, 4) expression/idiom insertion, and 5) baster insertion (combining of original and foreign language).

According to Muyskeen (2000) explained more that code-mixing is typically divided into three main types insertion (word or phrase), alternation (clause) and the most common occurrence of code-mixing variants in society is insertional code-mixing which may be found in



bilingual speech community – insertion, alternation, and congruent lexicalization.<sup>20</sup>

In another hand, the types of code-mixing are:

a) Insertion of material (lexical items or entire constituents) from one language into a structure of the other language. Insertion is the constraint in the terms of structural properties of some base or matrix structure. The process of code-mixing is conceived as something skin to borrowing and insertion of an alien lexical or phrasal category into a given structure. The

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difference is simply the size and type of element inserted in the Indonesian utterance).

b) Alternation between structures from languages. Alternation is the constraint of mixing in terms of compatibility or equivalence of the languages involved at the mix point, and clause.

For example in dialogue:

Mom: Whats your activities at home tonight?

Daughter: Activities, e... aku hanya akan belajar mata pelajaran bahasa Inggris aja ma. Karena aku confused gitu kalau harus belajar yang lain itu bikin overthinking. Soalnya jadi kurang setiap malam Mom: Everyday?

Daughter: Iya, everyday. Paginya when I waking up ya rasanya kurang seger tidur nya kurang lama. Planning selanjutnya juga jadi kurang efektif karena malemnya sleepless.

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<sup>20</sup> Muyskeen, Pieter. (2000). *Bilingual Speech. A Typology of Code-mixing* Cambridge: Cambridge University Press

c) Congruent lexicalization of material from different lexical inventories into a shared grammatical structure. It is also the influence of dialect within language use.

Example in Netherlands language.

Gee mi een hug (Give me a hug)

Congruent Lexicalization is most often present in mixing between dialects and between languages, which are close to each other in structure.

With the scope as found in the quotation, code-mixing can be used to identify almost any linguistic mixed forms resulting from language contacts. Within this, there are three forms of language contacts defined, namely alternation, which is roughly similar with code-switching, insertion, which refers to the use of lexical items or entire constituents from a foreign language.

### 3. Involving a Change of Pronunciation

This last type of code-mixing is related to phonological matters.

In order to understand it, the example can be seen when

Indonesians try to pronounce English words, they change it into Indonesian way of pronouncing. The example is taken from Hoffmann (1991, p. 112).

Danie: (introducing her younger brother to a new friend of hers)

This is Daiana [Dayana]

Friend: What's his name? (i.e. she didn't catch

it) Danie: *Daiana* [daiæna]

Friend: Oh..

## F. Social Media

Nowadays, Millennial generations are usual to communicate using various social media such as WhatsApp, Instagram, and also Facebook and YouTube. According to Obar, Jonathan A.; Wildman, Steve (2015), social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features.<sup>21</sup>

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According to (Collin *et al.*, 2011) defines social media is generally used to describe collaborative media creation and sharing on a fairly large scale but can be extended to include smaller use-generated content networks or microcommunities and things that sometimes fall outside social networks service such as blog/vlog, podcast, game, muddling.<sup>22</sup> Furthermore, Veil, Buehner, and Palancher (2007) argues that social media is at its core human communication possessing characteristics of participation, openness, conversation, community, and connectedness.<sup>23</sup>

Social media facilitate the development of online social networks by connecting user's profile with those of other individuals or groups. (Boyd,

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<sup>21</sup> Obar, Jonathan A.; Wildman, Steve (2015). "Social media definition and the governance challenge: An introduction to the special issue". Telecommunications policy

<sup>22</sup> Dr.Philippa Collin et al., (2011). *The benefits of Social Networking Services: Literature Review*.

<sup>23</sup> Veil, S. R; Buehner, et al., (2011) "A work-in-process Literature Review; Incorporating Social Media in risk and crisis communication." *Journal of contingencies and Crisis Management* 19(2):111-122

Danah M; Ellison Nicole B. – 2007).<sup>24</sup> Social media use web-based technologies, desktop computers, and mobile technologies (e.g., smartphones and tablet computers) to create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.

Social media can also be construed as a form of collective wisdom, we decided to investigate its power at predicting real-world outcomes. Surprisingly,

we discovered that the chatter of a community can indeed be used to make quantitative predictions that outperform those of artificial markets. These information markets generally involve the trading of state-contingent securities, and if large enough and properly designed, they are usually more accurate than other techniques for extracting diffuse information, such as surveys and opinions polls. Specifically, the prices in these markets have been shown to have strong correlations with observed outcome frequencies, and thus are good indicators of future outcomes<sup>25</sup>

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<sup>24</sup> Boyd, Danah M.; Ellison, Nicole B. (2007). “*Social Networks Sites: Definition, History, and Scholarship*”. *Journal of computer-Mediated Communication*.

<sup>25</sup> D. M. Pennock, S. Lawrence, C. L. Giles, and F. A. Nielsen. *The real ° power of artificial markets*. *Science*, 291(5506):987–988, Jan 2001.

In addition, social media refer to social software in the form of websites and other online communities, such as social networking and microblogging created by a large group of people (known as users) to share information, ideas, personal messages, conversations, or to develop social and professional contacts (Social media, n.d.). So, social media are the online communities that build interaction among people with each other, share knowledge and information. Hence, the user of social media can create and organize a profile for themselves to comment and share ideas with each other.

### **G. YouTube**

As we can see YouTube become a very popular audiovisual media video sharing media web site that allows anyone to save a short video for a public or private viewing. YouTube also shares videos owned by Google that enable users to watch other people's videos and publish them. It is possible for both professional

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and amateur users to post videos, which can be seen by anyone in the world with an internet connection exists. According to Frege et al. (2014) YouTube is so popular worldwide that any video has an opportunity to be watched. The audiences that trade unions need to reach are the group employees, precarious workers, women, young people, ethnic minorities, and migrant workers.<sup>26</sup>

A channel on YouTube is the home page for a personal account, and a channel is required to upload videos, add comments, or make playlists (Karch,

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<sup>26</sup> Frege et al. (2014 ) *Trade Unions on YouTube: Online Revitalization in Sweden*: Jenny Jansson, Katrin Uba p.34

2017).<sup>27</sup> There are so many kinds and types of the video include entertainment, advertisement, education, etc. YouTube is a very attractive social medium that contributes to the global education (Bonk, in Alhamami Munassir 2013).<sup>28</sup> Based on the statements above it can be conclude that on the youtube channel, people only share an opinion, feeling, hobby, activity, science, etc in the form of video, and usually the user can give little captions in their video posts.

## H. Vlog

Vlog (Video Blog) is a personal website or social media account where a person regularly posts short videos. Vlogging activity grows rapidly since the early 21st century. Nowadays, vlog has gain much attention worldwide after Google acquires of YouTube in November 2006 (Gao, et. al., 2010: 2).<sup>29</sup> The person who

makes a vlog is called vlogger. They combine video and blog, and then they upload it on their social media platforms such as YouTube, Vine, Instagram, or Facebook.

Vlogs are usually short, presented by one individual as a monologue, and often in the vlogger's residence. There are also more unconventional variations like a mobile vlog and a travel vlog. From that activity, their videos can be watched by a million people around the world. Vlog becomes a widespread video content nowadays, and the community of vloggers distinguishes different kinds of

<sup>27</sup> Karch, M. in <https://www.lifewire.com/channel-youtube-1616635>. Accessed on March 20th 2017.

<sup>28</sup> Alhamami Munassir. 2013. *Observation of Youtube Language Learning Videos (Youtube Lvs)*. King Khalid University.

<sup>29</sup> Gao, W., Tian, Y., Huang, T., & Yang, Q. (2010, May 9). *Vlogging: A Survey of Videoblogging Technology on the Web*. *ACM Computing Surveys*, 42(4), 1-19.

vlogs. Vlogging typically features a single person speaking to a camera about a range of topics, including personal topics or those relating to the wider world (Lee, 2017: 28).<sup>30</sup>

There are some kinds of vlogs like product reviews, haul, makeup tutorials, DIY (do-it-yourself) tutorials, challenge, travel vlog, unboxing, and prank. People can choose and watch many kinds of videos they want. Moreover, people can also create their own content based on their passion and upload it on their YouTube channel. In conclusion, various types of vlogs allow people to watch videos they are interested in.

## I. Reason to Switch or Mix the Languages

The people surely also have reasons why he or she switches their native language into English. Saville-Troike (1986: 69) states that reasons for bilinguals or multi-linguals to switch or mix their languages. They are:

### 1) *To soften or strengthen request or command*

For Indonesian people, mixing and switching *bahasa Indonesia* into English can also soften a request because English is not their native tongue so it does

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not sound as direct as *bahasa Indonesia*. However, code-mixing and code switching can also strengthen a command since the speaker can feel more powerful than the listener because he/she can use a language that not everybody can.

### 2) *Because of real lexical need*

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<sup>30</sup> Lee, S. (2017). Style-Shifting in Vlogging: *An Acoustic Analysis of "Youtube Voice"*. *Lifespans & Styles: Undergraduate Working Papers on Intraspeaker Variation*, 3(1), 27-39.

The most common reason for bilinguals to switch or mix their languages is due to the lack of equivalent lexicon in the languages. When an EnglishIndonesian bilingual has a word that is lacking in English, he will find it easier to say it in *bahasa Indonesia*. And vice versa, when he/she has a word that is lacking in *bahasa Indonesia*, he/she will use the English term. If it putted Indonesian, the meaning will be hazy/ vague, and sometime it would not practice. For example, in Indonesia, the technical topics are firmly associated English and the topic itself can trigger a switch or mix to/with English.

- 3) *To exclude other people when a comment is intended for only a limited audience*

Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or people interfering their communication, they may try to exclude those people by using the language that not everybody knows.

Here are the reasons for bilinguals or multilingual to switch or mix their languages according to Hoffman (1991:116)<sup>31</sup>:

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- 1) Talking about a particular topic People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express their emotional feelings in a language that is not their everyday language.

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<sup>31</sup> Hoffman, C. (1991). *An Introduction to Bilingualism*. New York: Longman.



2) Quoting somebody else

People sometimes like to quote a famous expression or saying of some wellknown figures. In Indonesian, those well-known figures are mostly from some English-speaking countries. Then, because many of the Indonesian people nowadays are good at English, those famous expressions or sayings can be quoted intact in their original language.

3) Being emphatic about something Usually, when someone who is talking using a language that is not his native tongue suddenly wants to be emphatic about something, he/she, either intentionally or unintentionally, will switch from his second language to his first language. Or, on the other hand, there are some cases where people feel more convenient to be emphatic in their second language rather than in their first language.

4) Interjection (Inserting sentence fillers or sentence connectors) Language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector. It may happen unintentionally or intentionally.

5) Repetition used for clarification When a bilingual wants to clarify his/her speech so that it will be understood more by the listener, he/she can sometimes use both of the languages that he masters saying the same utterance (the utterance is said repeatedly).

6) Intention of clarifying the speech content for interlocutor

When bilingual talks to another bilingual, there will be lots of code switching and code-mixing occurs. It means to make the content of his/her speech runs smoothly and can be understood by the hearer.

#### 7) Expressing group identity

Code switching and code-mixing can also be used to express group identity. As it has been mentioned previously, the way of communication of academic people in their disciplinary groupings, are obviously different from other groups. In other words, the way of communication of one community is different from the people who are out of the community.<sup>32</sup>

According to Nababan quoted by Erika, the reasons people do codemixing are:

##### a. Bilingualism

It talks about the ability of someone to use two languages well. It means that in bilingual society, many people will do code-mixing in their communication.

##### b. Situation

In relax situation or in normal situation, code-mixing occurs. It's the reason why the speaker just do their habit only.

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##### c. Prestige

The speaker wants to show their proficiency in using many language and they do code-mixing as a prestige language.

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<sup>32</sup> Saville-Troike, M. (1986). *The Ethnography of Communication: An Introduction*. Oxford: Brazil Blackwell

#### d. Vocabulary

There isn't appropriate word or when there is a lack of vocabulary in one language. That's why sometimes people change the word in one language into the word in another language.<sup>33</sup>



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<sup>33</sup> Erika Sinambela et al. (2013), Code switching and Code-mixing in Lawyers Club's Talk Show: A Live Show on TV One. Asia Pasific Journal of Linguistics, Vol.6, June-December 2013, P.157

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